

retrieving broadcast station settings from the station associated data;
retrieving a uniform resource locator of program associated data from the station associated data; and
controlling the broadcast receiver based on the broadcast station settings and the uniform resource locator.

25. (New) The method of claim 24 wherein the broadcast station settings and the uniform resource locator are available to the broadcast receiver at a current position of the broadcast receiver.

26. (New) The method of claim 24, wherein the step of retrieving the uniform resource locator includes retrieving the uniform resource locator based on a frequency selection made at the broadcast receiver.

27. (New) The method of claim 24, wherein the step of retrieving the uniform resource locator includes retrieving the uniform resource locator based on a position of the broadcast receiver.

28. (New) The method of claim 27, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

29. (New) The method of claim 27, wherein the position of the broadcast receiver is determined by interacting with a GPS device integrated in the broadcast receiver.

30. (New) The method of claim 24, further comprising, selecting control settings of the broadcast receiver unit and a uniform resource locator setting for the browser based on a single selection of a uniform resource locator link.

31. (New) The method of claim 30, wherein the step of selecting includes selecting the uniform resource locator setting for the browser based on a bookmark stored in the browser.

32. (New) One or more computer readable media storing computer readable instructions that, when executed, perform a method comprising:

receiving station associated data from a station associated data site at an Internet connection device;

sending the received station associated data to a browser configured to process hypertext on a display of the broadcast receiver;

retrieving broadcast station settings from the station associated data;

retrieving a uniform resource locator of program associated data from the station associated data; and

controlling the broadcast receiver based on the broadcast station settings and the uniform resource locator.

33. (New) The computer readable media of claim 32, wherein the broadcast station settings and the uniform resource locator are available to the broadcast receiver at a current position of the broadcast receiver.

34. (New) The computer readable media of claim 32, wherein the step of retrieving the uniform resource locator includes retrieving the uniform resource locator based on a frequency selection made at the broadcast receiver.

35. (New) The computer readable media of claim 32, wherein the step of retrieving the uniform resource locator includes retrieving the uniform resource locator based on a position of the broadcast receiver.

36. (New) The computer readable media of claim 35, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

37. (New) The computer readable media of claim 35, wherein the position of the broadcast receiver is determined by interacting with a GPS device integrated in the broadcast receiver.

38. (New) The computer readable media of claim 32, further comprising, selecting control settings of the broadcast receiver unit and a uniform resource locator setting for the browser based on a single selection of a uniform resource locator link.

39. (New) The computer readable media of claim 38, wherein the step of selecting includes selecting the uniform resource locator setting for the browser based on a bookmark stored in the browser.

REMARKS/ARGUMENTS

The Office Action of October 23, 2006, has been carefully reviewed and these remarks are responsive thereto. Applicant elects the claims of Group II (claims 8-21) without traverse. Applicant hereby cancels claims 1-7 and 22-23. Applicant has amended claims 8-21. Applicant adds new claims 24-39, which are believed to recite features included within Group II. No new matter has been added.

All issues having been addressed, applicant respectfully submits that the instant application is in condition for allowance, and respectfully solicits prompt notification of the same. However, if for any reason the Examiner believes the application is not in condition for allowance or there are any questions, the Examiner is requested to contact the undersigned at (202) 824-3153.

Respectfully submitted,

BANNER & WITCOFF, LTD.

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By: _____ /Ross Dannenberg/
Ross A. Dannenberg
Reg. No. 49,024
1100 13th Street, N.W.
Washington, D.C. 20005
Tel: (202) 824-3000
Fax: (202) 824-3001